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FLOWERS AND FOLIAGE PLANTS

→ Production and Sales, 1975 and 1976;
Intentions for 1977

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SURVEY CHANGES AND DEFINITIONS

Beginning with this survey, seven additional floricultural crops are included; potted poinsettias, lilies, hydrangeas, geraniums, cut snapdragons, and vegetable and flowering bedding plants. Also, five additional States are included for selected crops; Alabama, Arkansas, Georgia, Kansas, and Virginia. No data for years prior to 1976 are available for these additional crops or States.

Also beginning with this survey, geographic coverage for each crop is limited to those States which in combination comprised 95 percent of the estimated total U. S. value of production during the base year 1975. No attempt is made in this report to expand reported data to account for those minor producing States not included for any of the crops shown.

All data summarized in this report reflect information furnished by commercial floriculture producers in the States shown. A commercial producer is defined as one who had \$10,000 or more in gross sales of cut flowers, flowering and foliage plants, bedding plants, or cultivated florist greens and who produced one or more of the crops surveyed.

Reported sales represent both retail and wholesale quantities sold in the calendar year shown. Flowers, plants, or materials purchased from others for immediate resale are excluded; for foliage plants this includes plants purchased but held less than 10 weeks; for potted flower plants, those purchased but held less than 4 weeks are excluded. All data for foliage and potted flower plants represent only those grown for indoor or patio use. Value data for cut flower and potted flower crops are on a "gross wholesale" basis, before deductions for sales commissions or transportation costs. Value of sales at wholesale is an equivalent value calculated by applying the average wholesale price to total sales for each State and the U. S. total. Value of sales for foliage plants, however, is on a "net sales" basis and was derived by subtracting the reported cost of plant materials purchased from the total value of all sales (retail and wholesale).

The "area used for production" is defined as the "gross" area used, including walkways and aisles. This includes that area used for growing floriculture crops under glass, plastic, cloth, or lath and outdoors. The area is counted only once if refilled several times with the same crop during the year, but if refilled with different crops is reported under each one grown.

Production in terms of the number of plants or pots grown is no longer reported beginning with this survey. Intentions for the coming year (1977) are now expressed as a comparison between the area used for growing in 1976 and area expected to be used during 1977.

FLOWERS AND FOLIAGE PLANTS

HIGHLIGHTS

The 1976 wholesale value of sales from the 4,996 commercial growers surveyed totaled \$703 million for the selected crops included in this report. This report provides coverage for 9 crops included in previous surveys and, in addition, includes data for the first time for 7 additional crops and 5 more States. All cut flowers and potted flowers accounted for \$347 million, or 49 percent of the total value, with bedding and foliage plants adding the remaining \$356 million. California was the Nation's leading State in value of sales with \$200 million in wholesale value and Florida was second at \$147 million. Other large producing States, ranked in descending order, were Ohio, Michigan, Pennsylvania, New York, Massachusetts, and Illinois.

Of the crops for which comparison with 1975 is possible, the flower crops increased 10 percent in 1976 to \$259 million in wholesale value of sales, and the grand total climbed 18 percent to \$495 million. Foliage plants showed the greatest increase in wholesale value with a 28 percent increase from 1975 and potted mums ran a close second at 25 percent above a year earlier. Standard mums was the only crop to show a decline, although very slight.

Vegetable bedding plants topped all other crops in terms of the average value per square foot at \$3.10 with potted mums and tea roses not far behind at \$2.99 per square foot. Of the crops reported in previous years, potted mums, sweetheart roses, and foliage plants showed declines in the average value per square foot compared with 1975. Gladioli made a large gain with a value of \$2,069 per acre compared with \$1,843 per acre in 1975.

STANDARD CARNATIONS

Sales of standard carnations in the six major producing States totaled 518 million blooms in 1976, off 8 percent from a year earlier. These blooms were grown on 28.8 million square feet, nearly equal to the 1975 figure. The equivalent wholesale value of all sales (retail and wholesale) rose to \$46 million, 5 percent above the previous year.

Output for 1977 is expected to take another drop as growers report intentions to raise standard carnations on only 28.0 million square feet, down 3 percent from 1976. California, which accounts for nearly three-fourths of the total, will be down only 2 percent in area of production.

MINIATURE CARNATIONS

Growers of miniature carnations in the seven major producing States sold 5 million bunches in 1976, up 19 percent from the comparable total in 1975. The area used for production rose to 2.7 million square feet from 1975's 2.5 million. Sales were valued at \$6 million, 20 percent higher than a year earlier.

Intentions for 1977 call for another increase, as 3.0 million square feet are expected to be devoted to the crop, an 11 percent increase from 1976.

STANDARD CHRYSANTHEMUMS

Sales of standard mums in the 14 major producing States climbed to 140 million blooms, up 3 percent from 1975. The area used for production slipped, however, to 22.4 million square feet compared with 23.4 million in 1975. This year's sales were valued at \$29 million, nearly equal to the year earlier level.

Another decline in area of production is in the offing, as producers report they intend to utilize only 21.5 million square feet, down 4 percent from 1976.

TABLE 1. SELECTED CUT FLOWERS, POTTED, AND FOLIAGE PLANTS: GROSS WHOLESALE VALUE OF SALES, 1975 AND 1976
IN SELECTED STATES 1/

STATE	CARNATIONS						CHRYSANTHEMUMS					
	STANDARD		MINIATURE		STANDARD		POMPO		POTTED			
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
1,000 DOLLARS												
ALA												
ARK												
CALIF	25,507	27,006	2,237	2,984	15,959	15,388	11,602	15,175	8,545			11,150
COLO	14,563	15,302	1,112	1,265					560			803
CONN			101	122			336	701	643			518
FLA			356	440	1,126	1,363	10,191	10,065	5,325			7,569
GA												
ILL					599	529	395	384	2,251			2,413
IND					698	932	404	326	1,011			994
IOWA									1,167			1,406
KANS												
MD					526	664			552			715
MASS	683	603	476	379	759	789	577	609	1,509			1,419
MICH					363	297	738	458	1,665			3,263
MINN							644	607	756			880
MO					676	689	362	264	1,463			1,700
N J					522	489	445	317	639			980
N Y					1,022	978	1,004	723	1,623			1,871
N C	403	669	206		1,679	2,076	906	633	2,075			2,156
OHIO	657	626		174	2,623	2,837	1,295	1,544	3,360			4,777
OREG												
PA	1,399	1,367	277	261	1,959	1,769	1,805	1,883	2,318			2,417
TENN					666	505			813			790
TEX									3,862			4,610
VA												
WASH												
WIS							389	468	1,054			1,157
UNALL									1,046			1,279
TOTAL	43,212	45,573	4,701	5,625	29,371	29,305	31,093	34,157	42,237			52,867

SEE FOOTNOTES ON PAGE 7.

TABLE 1. SELECTED CUT FLOWERS, POTTED, AND FOLIAGE PLANTS: GROSS WHOLESALE VALUE OF SALES, 1975 AND 1976, IN SELECTED STATES 1/ CONTINUED

STATE	GROSS WHOLESALE VALUE OF SALES 2/							
	POTTED GERANIUMS		POTTED LILIES		POTTED HYDRANGEAS		TOTAL 13 FLOWERS	
	1975	1976	1975	1976	1975	1976	1975	1976
	1,000 DOLLARS							
ALA				307		171		1,204
ARK				221		104		691
CALIF		234		1,942		562		104,732
COLO		660		319		76		3/
CONN		990		305				3,181
FLA				487		361		32,857
GA				173		170		836
ILL		1,970		1,146		64		14,911
IND		1,067		258		131		11,559
IOWA		906		451		62		3,756
KANS				55		170		589
MD				212				2,856
MASS		5,064		903		146		15,223
MICH		3,377		1,151		161		16,309
MINN		929		439				5,217
MO		437		365		178		4,637
N J		1,257		605		253		8,223
N Y		2,988		633		317		14,919
N C		701		214		343		8,567
OHIO		4,726		1,024		380		23,128
OREG		521		119				3/
PA		1,855		801		306		21,546
TENN				123		91		1,965
TEX				408		618		7,383
VA		164		176				220
WASH		883		364		55		4,776
WIS		1,696		732		137		5,703
UNALL						175		31,781
TOTAL		30,425		13,933		5,032		346,759

SEE FOOTNOTES ON PAGE 7.

TABLE 2. CARNATIONS, STANDARD: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESale VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES

STATE	PRODUCERS		AREA FOR PRODUCTION		BLOOMS SOLD		PERCENT OF SALES AT WHOLESale		WHOLESale PRICE		VALUE OF SALES AT WHOLESale 1/	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
	NUMBER		1,000 SQ. FT.		1,000 BLOOMS		PERCENT		CENTS		1,000 DOLLARS	
CALIF	248	230	22,096	21,158	20,631	98	380,708	355,344	100	100	6.7	7.6
COLO	131	123	5,117	6,086	5,898	97	154,923	136,621	97	99	9.4	11.2
MASS	34	27	333	342	315	92	5,549	5,853	65	93	12.3	10.3
N C	9	11	268	296	285	96	3,101	5,579	96	97	13.0	12.0
OHIO	78	66	291	293	290	99	4,937	4,202	64	62	13.3	14.9
PA	94	82	684	593	540	91	12,165	10,281	74	85	11.5	13.3
TOTAL	594	539	28,789	28,768	27,959	97	561,383	517,880	98	99	7.7	8.8
											43,212	45,573

TABLE 3. CARNATIONS, MINIATURE: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESale VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES

STATE	PRODUCERS		AREA FOR PRODUCTION		BUNCHES SOLD		PERCENT OF SALES AT WHOLESale		WHOLESale PRICE		VALUE OF SALES AT WHOLESale 1/	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
	NUMBER		1,000 SQ. FT.		1,000 BUNCHES		PERCENT		DOLLARS		1,000 DOLLARS	
CALIF	70	80	1,436	1,597	1,879	118	2,260	2,984	100	99	.99	1.00
COLO	41	44	479	447	434	97	836	923	94	100	1.33	1.37
CONN	11	10	25	27	27	100	64	61	75	84	1.58	2.00
FLA	5	4	310	335	335	100	290	321	100	100	1.23	1.37
MASS	23	24	178	209	243	116	273	256	65	83	1.51	1.48
OHIO	28	28	29	36	36	106	106	82	64	71	1.94	2.12
PA	32	31	65	57	58	102	142	109	46	73	1.95	2.39
TOTAL	210	221	2,522	2,706	3,012	111	3,971	4,736	93	97	1.18	1.19
											4,701	5,625

1/ EQUIVALENT WHOLESale VALUE OF ALL SALES.

TABLE 4. STANDARD CHRYSANTHEMUMS: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESAL VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES

STATE	PRODUCERS		AREA FOR PRODUCTION		BLOOMS SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE 1/	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
	NUMBER		1,000 SQ. FT.		1,000 BLOOMS		PERCENT		CENTS		1,000 DOLLARS	
CALIF	189	158	15,177	13,797	93,328	99,275	93	93	17.1	15.5	15,959	15,388
FLA	14	13	1,750	2,271	3,980	5,450	99	100	28.3	25.0	1,126	1,363
ILL	61	49	325	318	1,706	1,445	95	78	35.1	36.6	599	529
IND	63	66	407	391	1,762	2,071	97	68	39.6	45.0	698	932
MD	25	21	317	353	1,440	1,707	91	84	36.5	38.9	526	664
MASS 2/	54	70	425	341	2,341	1,774	98	85	31.1	44.5	728	789
MICH 2/	80	55	303	210	1,777	1,060	105	77	33.1	28.0	588	297
MO	42	40	379	496	2,307	1,996	96	93	29.3	34.5	676	689
N J	69	52	394	324	1,578	1,257	103	84	33.1	38.9	522	489
N Y	124	113	556	539	2,711	2,520	102	74	37.8	38.8	1,022	978
N C	36	42	686	713	6,560	6,233	101	93	25.6	33.3	1,679	2,076
OHIO	190	174	1,373	1,482	8,771	8,837	96	83	29.9	32.1	2,623	2,837
PA	151	155	937	945	5,398	5,012	110	69	36.3	35.3	1,959	1,769
TENN	21	21	392	261	2,056	1,760	114	88	32.4	28.7	666	505
TOTAL	1,119	1,029	23,421	22,441	135,715	140,397	96	95	21.6	20.9	29,371	29,305

1/ EQUIVALENT WHOLESAL VALUE OF ALL SALES.

2/ REVISED 1975 DATA.

TABLE 5. POMPON CHRYSANTHEMUMS: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESALE VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES

STATE	PRODUCERS		AREA FOR PRODUCTION		BUNCHES SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE 1/	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
	NUMBER		1,000 SQ. FT.		1,000 BUNCHES		PERCENT		CENTS		1,000 DOLLARS	
CALIF	199	177	14,581	15,265	17,606	18,506	87		.66		11,602	15,175
CONN	38	39	166	390	247	467	94		1.36		336	701
FLA	37	34	19,018	15,814	10,616	10,484	95		.96		10,191	10,065
ILL	63	47	296	258	324	265	92		1.22		395	384
IND	58	58	270	242	304	291	104		1.33		404	326
MASS 2/	102	87	400	417	377	367	102		1.53		577	609
MICH	78	53	650	330	590	305	102		1.25		738	458
MINN	65	49	258	260	537	389	92		1.20		644	607
MO	32	28	160	212	302	193	96		1.20		362	264
N J	67	48	334	288	340	220	102		1.31		445	317
N Y	138	127	746	541	744	520	96		1.35		1,004	723
N C	21	23	1,501	819	788	502	83		1.15		906	633
OHIO	181	167	693	712	875	903	95		1.48		1,295	1,544
PA	136	139	1,347	1,595	1,752	1,941	99		1.03		1,805	1,883
WIS	63	50	235	269	306	250	103		1.27		389	468
TOTAL	1,278	1,126	40,655	37,412	35,708	35,603	92		.87		31,093	34,157

1/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.

2/ REVISED 1975 DATA

TABLE 6. POTTED CHRYSANTHEMUMS: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESAL VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES

STATE	PRODUCERS		AREA FOR PRODUCTION		POTS SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE 1/	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
NUMBER	1,000 SQ. FT.		PERCENT		1,000 POTS		PERCENT		DOLLARS		1,000 DOLLARS	
CALIF	19	30	2,126	3,310	3,280	99	4,774	6,559	1,79	1.70	8,545	11,150
COLO	14	25	138	189	253	134	273	414	2.05	1.94	560	803
CONN	25	32	194	208	191	92	257	207	2.50	1.50	643	518
FLA	13	21	2,795	3,866	3,917	101	3,057	3,942	1.74	1.92	5,325	7,569
ILL	61	65	549	735	785	107	1,052	1,040	2.14	2.32	2,251	2,413
IND	39	46	183	232	272	117	392	364	2.58	2.73	1,011	994
IOWA	43	36	295	254	258	102	538	545	2.17	2.58	1,167	1,406
MD	24	36	193	239	221	92	243	311	2.27	2.30	552	715
MASS 2/	111	115	723	576	543	94	747	609	2.02	2.33	1,509	1,419
MICH 2/	109	117	817	1,110	1,215	109	900	1,450	1.85	2.25	1,665	3,263
MINN	51	47	195	202	203	100	367	365	2.06	2.41	756	880
MO	28	26	507	466	468	100	822	881	1.78	1.93	1,463	1,700
N J	65	65	357	577	606	105	450	560	1.42	1.75	639	980
N Y	141	177	660	764	767	100	854	926	1.92	2.02	1,623	1,871
N C 2/	45	52	863	869	797	92	868	1,022	2.39	2.11	2,075	2,156
OHIO	189	184	914	1,272	1,309	103	1,826	2,050	1.84	2.33	3,360	4,777
PA	127	132	551	602	617	102	1,083	1,079	2.14	2.24	2,318	2,417
TENN	21	27	362	240	242	101	355	342	2.29	2.31	813	790
TEX	25	25	1,029	1,385	1,385	100	1,857	2,031	2.08	2.27	3,862	4,610
WASH	26	25	216	239	261	109	514	488	2.05	2.37	1,054	1,157
WIS	62	56	217	354	313	88	482	576	2.17	2.22	1,046	1,279
TOTAL	1,238	1,339	13,884	17,689	17,903	101	21,711	25,761	1.95	2.05	42,237	52,867

1/ EQUIVALENT WHOLESAL VALUE OF ALL SALES.
2/ REVISED 1975 DATA

TABLE 7. GLADIOLI: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESale VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES

STATE	PRODUCERS		AREA FOR PRODUCTION		SPIKES SOLD		PERCENT OF SALES AT WHOLESale		WHOLESale PRICE		VALUE OF SALES AT WHOLESale 1/	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
	NUMBER		ACRES		1,000 SPIKES		PERCENT		CENTS		1,000 DOLLARS	
CALIF	8	5	927	827	19,559	24,996	100	100	11.5	10.5	2,249	2,625
FLA	17	12	5,754	5,924	132,712	121,959	100	100	8.8	9.1	11,679	11,098
ILL	15	18	601	513	8,397	9,196	99	100	7.9	11.1	663	1,021
MICH 2/	16	16	440	410	6,889	8,542	56	99	8.1	12.0	558	1,025
N J	24	19	475	375	17,946	13,622	99	100	9.1	8.0	1,633	1,090
N C	7	7	133	134	2,787	3,347	80	99	10.4	11.2	290	375
TOTAL	87	77	8,330	8,183	188,290	181,662	98	100	9.1	9.5	17,072	17,234

1/ EQUIVALENT WHOLESale VALUE OF ALL SALES.

2/ REVISED 1975 DATA.

TABLE 8. HYBRID TEA ROSES: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESALE VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES

STATE	PRODUCERS		AREA FOR PRODUCTION		BLOOMS SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE 1/	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
1,000 SQ. FT.												
NUMBER	AS % OF 1976		INTENDED 1977		1,000 BLOOMS		PERCENT		CENTS		1,000 DOLLARS	
CALIF	69	71	10,646	11,078	10,473	137,270	95	146,858	12.7	13.8	17,433	20,266
COLO	17	14	1,452	1,736	1,652	21,971	95	25,690	16.2	15.7	3,559	4,033
CONN 2/	14	13	1,541	1,310	1,313	17,041	100	15,030	18.6	24.5	3,170	3,682
ILL	15	15	1,700	1,834	1,828	20,897	100	18,083	26.0	28.0	5,433	5,063
IND	9	10	1,122	726	726	13,483	100	11,804	23.9	19.7	3,222	2,325
MASS	21	11	635	549	546	7,715	99	8,798	29.1	32.8	2,245	2,886
MICH	19	16	423	373	383	5,398	103	4,954	20.2	23.4	1,090	1,159
MINN	8	7	288	320	320	4,688	100	4,514	24.3	27.3	1,139	1,232
N J	18	20	1,241	1,122	1,082	18,851	96	16,476	21.9	24.4	4,143	4,020
N Y	22	17	909	814	760	10,893	93	8,804	23.4	30.0	2,549	2,641
OHIO												
OREG 2/	30	23	1,688	1,568	1,568	26,097	100	22,473	23.0	27.0	6,002	6,068
PA	6	6	464	439	365	4,034	83	3,776	27.7	27.3	1,117	1,031
WASH												
UNALL	8	7	1,361	1,551	1,466	17,941	95	19,492	17.6	22.0	3,154	4,284
TOTAL	256	230	23,470	23,420	22,482	306,279	96	306,752	17.7	19.1	54,256	58,690

1/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.
2/ UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.

TABLE 9. SWEETHEART ROSES: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESale VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES

STATE	PRODUCERS		AREA FOR PRODUCTION		BLOOMS SOLD		PERCENT OF SALES AT WHOLESale		WHOLESAle PRICE		VALUE OF SALES AT WHOLESale 1/	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
	NUMBER		1,000 SQ. FT.		PERCENT		1,000 BLOOMS		CENTS		1,000 DOLLARS	
CALIF	52	51	1,455	1,502	98	1,469	34,797	34,526	100	100	2,888	3,004
COLO 2/												
CONN 2/												
ILL	9	11	397	316	99	313	6,917	7,201	99	95	706	1,210
IND	12	12	438	516	102	527	8,271	9,682	94	94	1,345	1,665
MASS	9	9	474	304	100	304	9,114	6,174	72	100	1,066	772
MICH	13	9	144	178	100	178	3,018	4,246	76	97	595	815
MINN	15	15	125	138	105	145	2,387	2,813	91	93	310	408
N J	9	6	99	115	100	115	2,196	2,073	99	100	347	340
N Y	17	16	270	246	107	262	6,534	5,890	99	100	1,066	1,066
OHIO	16	16	186	219	93	203	3,734	4,480	99	99	485	739
PA	26	23	609	530	100	530	15,035	14,244	94	88	2,135	2,578
WASH	6	6	131	201	81	162	2,296	2,493	100	100	406	379
UNALL	21	18	720	975	89	870	17,922	20,867	99	99	2,404	2,685
TOTAL	205	192	5,048	5,240	97	5,078	112,221	114,689	95	97	13,753	15,661

1/ EQUIVALENT WHOLESale VALUE OF ALL SALES.

2/ UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.

TABLE 10. FOLIAGE PLANTS FOR INDOOR OR PATIO USE: NUMBER OF PRODUCERS, NET VALUE OF SALES, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES

STATE	PRODUCERS		AREA FOR PRODUCTION		AS % OF		NET VALUE		PERCENT OF	
	1975	1976	1975	1976	1977	1976	1975	1976	1975	1976
	NUMBER		1,000 SQ. FT.		PERCENT		1,000 DOLLARS		PERCENT	
CALIF	139	192	10,845	14,204	14,740	104	45,732	61,359	94	90
COLO 2/	60	71	719	944	1,062	113	3,594	3,872	92	75
FLA	262	354	65,032	88,376	96,902	110	87,312	110,656	100	100
ILL	77	86	657	879	904	103	3,796	4,343	77	70
MD 2/	35	48	460	1,039	1,029	99	3,522	3,663	77	78
MASS 2/	135	131	1,040	965	881	91	4,670	4,743	55	62
MICH	120	105	1,002	910	915	101	4,433	4,406	61	52
MINN	49	54	249	275	281	102	2,253	1,722	51	73
N J	81	75	988	866	934	108	3,571	3,149	85	87
N Y 2/	200	208	1,065	1,097	1,075	98	4,916	5,283	68	65
OHIO	154	173	1,159	1,464	1,402	96	6,989	13,818	75	76
OREG 2/	51	51	717	797	886	111	2,980	3,722	95	92
PA	82	95	933	1,064	1,007	95	4,986	5,066	91	54
TEX	44	42	2,335	3,419	3,437	101	6,144	9,966	96	90
TOTAL	1,489	1,685	87,201	116,299	125,455	108	184,898	235,768	92	90

1/ GROSS VALUE OF SALES LESS COST OF PLANT MATERIAL PURCHASED FROM OTHER GROWERS FOR GROWING ON.

2/ REVISED 1975 DATA.

TABLE 11. SNAPDRAGONS: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESale VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES 1/

STATE	PRODUCERS		AREA FOR PRODUCTION		INTENDED: AS % OF		STEMS SOLD		PERCENT OF SALES AT WHOLESale		WHOLESALE PRICE		VALUE OF SALES AT WHOLESale 2/	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
	NUMBER		1,000 SQ. FT.		PERCENT		1,000 STEMS		PERCENT		CENTS		1,000 DOLLARS	
CALIF	9		165		87		858		100		13.0		112	
COLO	13		42		98		132		64		14.2		19	
CONN	17		36		103		252		18		19.8		50	
FLA	4		325		100		1,484		99		16.5		245	
ILL	39		123		88		605		69		15.4		93	
IND	40		104		97		576		60		27.1		156	
IOWA	17		38		103		123		46		23.0		28	
MD	17		138		104		701		90		25.4		178	
MASS	52		256		97		2,651		88		16.8		445	
MICH	38		110		100		480		71		21.5		103	
MINN	23		32		91		133		67		22.9		30	
MO	14		52		96		241		89		23.6		57	
N J	28		120		100		724		88		17.7		128	
N Y	63		232		86		1,129		74		23.8		269	
N C	17		102		98		1,240		94		22.7		281	
OHIO	81		226		94		986		62		22.3		220	
PA	67		271		108		1,593		32		17.2		274	
TENN	6		10		120		58		41		20.0		12	
VA	9		25		116		254		90		17.5		44	
WIS	18		72		86		221		83		15.0		33	
TOTAL	572		2,479		97		14,441		77		19.2		2,777	

1/ DATA PRIOR TO 1976 NOT AVAILABLE.

2/ EQUIVALENT WHOLESale VALUE OF ALL SALES.

TABLE 12. POTTED POINSETTIAS: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESALE VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES

STATE	PRODUCERS		AREA FOR PRODUCTION		AS % OF		POTS SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE	
	1975	1976	1975	1976	INTENDED 1977	1977	1975	1976	1975	1976	1975	1976	1975	1976
	NUMBER		1,000 SQ. FT.		PERCENT		1,000 POTS		PERCENT		DOLLARS		1,000 DOLLARS	
ALA		36		496		114		271		97		2.68		726
ARK		5		203		100		165		98		2.22		366
CALIF		29		2,770		105		2,069		99		2.07		4,283
COLO		46		513		116		347		91		2.76		958
CONN		44		229		91		220		80		2.25		495
FLA		19		1,526		105		523		100		2.35		1,229
GA		56		265		115		184		94		2.68		493
ILL		85		1,117		111		863		87		2.78		2,399
IND		60		427		102		304		80		3.18		967
IOWA		50		392		103		319		84		2.83		903
KANS		9		167		108		166		93		2.19		364
MD		43		593		107		404		89		2.69		1,087
MASS		146		952		98		634		79		2.79		1,769
MICH		135		1,775		106		1,180		87		2.35		2,773
MINN		53		426		100		343		81		2.23		765
MO		43		380		107		337		93		2.81		947
N J		72		906		103		666		94		2.30		1,532
N Y		206		1,162		103		874		88		2.35		2,054
N C		51		836		108		476		91		2.35		1,119
OHIO		230		2,289		114		1,678		85		2.05		3,440
OREG		22		364		110		258		99		2.14		552
PA		148		1,194		109		964		75		2.04		1,967
TENN		21		221		100		170		97		2.61		444
TEX		32		1,159		114		582		99		2.72		1,583
WASH		34		667		109		381		90		2.38		907
WIS		72		543		114		505		81		2.69		1,358
TOTAL		1,747		21,572		107		14,883		89		2.38		35,480

1/ DATA PRIOR TO 1976 ARE NOT AVAILABLE.

2/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.

TABLE 13. POTTED GERANIUM: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESale VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES 1/

STATE	PRODUCERS		AREA FOR PRODUCTION		POTS SOLD		PERCENT OF SALES AT WHOLESale		WHOLESale PRICE		VALUE OF SALES AT WHOLESale 2/	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
	NUMBER		1,000 SQ. FT.		1,000 POTS		PERCENT		DOLLARS		1,000 DOLLARS	
CALIF												
COLO	8		143	175		308	122			.76		234
CONN	64		356	374		1,158	85			.57		660
ILL	76		386	365		1,165	73			.85		990
IND	120		959	994		2,662	104			.74		1,970
IOWA	106		623	640		1,595	68			.67		1,067
MASS	70		441	458		1,276	71			.71		906
MICH	242		1,528	1,581		5,755	82			.88		5,064
MINN	205		1,680	2,010		5,195	84			.65		3,377
MO	69		435	422		3,095	82			.30		929
N J	41		291	291		662	74			.66		437
N Y	104		830	847		2,131	90			.59		1,257
N C	318		1,524	1,513		4,331	73			.69		2,988
OHIO	63		298	320		552	88			1.27		701
OREG	365		2,753	2,881		8,752	73			.54		4,726
PA	41		244	420		802	89			.65		521
TEX	189		1,184	1,258		2,811	68			.66		1,855
WASH	19		152	227		173	97			.95		164
WIS	47		341	370		1,358	76			.65		883
	87		648	668		2,323	77			.73		1,696
TOTAL	2,234		14,816	15,814		46,104	77			.66		30,425

1/ DATA FOR YEARS PRIOR TO 1976 NOT AVAILABLE.

2/ EQUIVALENT WHOLESale VALUE OF ALL SALES.

TABLE 14. POTTED LILIES: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESale VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES 1/

STATE	PRODUCERS		AREA FOR PRODUCTION		INTENDED		AS % OF		POTS SOLD		PERCENT OF		WHOLESALE PRICE		VALUE OF	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
	NUMBER		1,000 SQ. FT.		PERCENT		PERCENT		1,000 POTS		PERCENT		DOLLARS		1,000 DOLLARS	
ALA	14		181		183		101		121		99		2.54		307	
ARK	5		84		64		76		105		100		2.10		221	
CALIF	15		972		1,038		107		1,156		98		1.68		1,942	
COLO	26		148		190		128		177		94		1.80		319	
CONN	45		122		121		99		127		100		2.40		305	
FLA	13		724		733		101		259		100		1.88		487	
GA	11		36		38		106		71		100		2.43		173	
ILL	72		331		335		101		597		92		1.92		1,146	
IND	45		82		91		111		90		81		2.87		258	
IOWA	40		166		166		100		182		89		2.48		451	
KANS	7		32		32		100		25		89		2.18		55	
MD	21		44		44		100		67		77		3.17		212	
MASS	111		336		351		104		364		87		2.48		903	
MICH	95		360		430		119		570		94		2.02		1,151	
MINN	44		159		156		98		204		88		2.15		439	
MO	22		162		161		99		252		96		1.45		365	
N J	61		242		250		103		245		95		2.47		605	
N Y	142		230		229		100		253		84		2.50		633	
N C	17		69		70		101		93		94		2.30		214	
OHIO	157		388		437		113		459		86		2.23		1,024	
OREG	13		66		68		103		68		98		1.75		119	
PA	120		254		243		96		385		62		2.08		801	
TENN	16		34		42		124		54		96		2.28		123	
TEX	16		200		235		118		198		100		2.06		408	
VA	19		54		54		100		63		87		2.80		176	
WASH	17		139		142		102		166		97		2.19		364	
WIS	55		177		164		93		313		87		2.34		732	
TOTAL	1,219		5,792		6,067		105		6,664		91		2.09		13,933	

1/ DATA FOR YEARS PRIOR TO 1976 NOT AVAILABLE.

2/ EQUIVALENT WHOLESale VALUE OF ALL SALES.

TABLE 15. POTTED HYDRANGEAS: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESale VALUE, 1975 AND 1976,
AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES 1/

STATE	PRODUCERS		AREA FOR PRODUCTION		POTS SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE 2/	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
NUMBER	1,000 SQ. FT.		PERCENT		1,000 POTS		PERCENT		DOLLARS		1,000 DOLLARS	
ALA	12		112	103			92		61		100	
ARK	5		44	49			111		46		100	
CALIF	12		422	416			99		295		99	
COLO	19		60	82			137		29		94	
FLA	12		428	429			100		124		100	
GA	23		53	56			106		56		99	
ILL	26		23	18			78		26		55	
IND	12		54	57			106		45		92	
IOWA	16		24	21			88		29		93	
KANS	7		47	48			102		128		98	
MD 3/												
MASS	30		52	50			96		45		92	
MICH	30		64	67			105		58		93	
MO	16		123	122			99		196		98	
N J	20		271	279			103		112		97	
N Y	46		195	196			101		149		98	
N C	18		153	162			106		123		98	
OHIO	42		160	160			100		209		98	
OREG 3/												
PA	30		120	120			100		119		72	
TENN	10		30	31			103		32		97	
TEX	18		392	423			108		211		100	
WASH	10		24	26			108		23		86	
WIS	22		39	29			74		37		87	
UNALL	12		60	59			98		72		97	
TOTAL	448		2,950	3,003			102		2,225		96	

1/ DATA FOR YEARS PRIOR TO 1976 NOT AVAILABLE.

2/ EQUIVALENT WHOLESale VALUE OF ALL SALES.

3/ UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.

TABLE 16. FLOWERING BEDDING PLANTS: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESALE VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES 1/

STATE	PRODUCERS		AREA FOR PRODUCTION		AS % OF:		FLATS SOLD		PERCENT OF		WHOLESALE PRICE		VALUE OF	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
	NUMBER		1,000 SQ. FT.		PERCENT		1,000 FLATS		PERCENT		DOLLARS		1,000 DOLLARS	
CALIF	30		2,567	2,683	105		1,833		95		4.11		7,534	
COLO	92		1,016	1,025	101		478		65		3.77		1,802	
CONN	81		739	710	96		602		68		2.50		1,505	
FLA	17		1,793	1,980	110		894		100		3.01		2,691	
GA	79		453	514	113		239		58		3.54		846	
ILL	116		1,457	1,507	103		803		65		3.08		2,473	
IND	87		513	491	96		321		46		3.62		1,162	
IOWA	70		412	429	104		199		57		5.18		1,031	
KANS	11		115	151	131		51		61		5.17		264	
MD	51		1,188	1,204	101		680		79		2.38		1,618	
MASS	238		1,349	1,325	98		2,329		54		1.00		2,329	
MICH 3/	285		6,380	6,400	100		3,475		92		2.95		10,251	
MINN	69		841	818	97		384		55		4.60		1,766	
MO	47		402	421	105		153		69		5.94		909	
N J	74		665	732	110		318		82		3.23		1,027	
N Y	331		1,992	2,046	103		1,233		66		3.78		4,661	
N C	74		477	569	119		328		75		3.70		1,214	
OHIO	356		4,419	4,925	111		2,683		78		3.23		8,666	
OREG	54		516	551	107		401		90		3.15		1,263	
PA	170		1,641	1,651	101		867		65		3.19		2,766	
TENN	29		169	193	114		103		70		3.54		365	
TEX	18		723	806	111		252		92		4.40		1,109	
VA	35		432	437	101		236		70		4.10		968	
WASH	40		657	646	98		358		78		3.60		1,289	
WIS	87		954	956	100		486		49		3.83		1,861	
TOTAL	2,541		31,870	33,170	104		19,706		76		3.11		61,370	

1/ DATA FOR YEARS PRIOR TO 1976 NOT AVAILABLE.

2/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.

3/ DOES NOT INCLUDE "OPEN ACREAGE" GROWN OUTDOORS IN THE FOLLOWING AMOUNT: 44.4 ACRES, 1976; 48.4 ACRES INTENDED FOR 1977; \$652,000 EQUIV. WHOLESALE VALUE OF ALL SALES.

TABLE 17. VEGETABLE BEDDING PLANTS: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESAL VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES 1/

STATE	PRODUCERS		AREA FOR PRODUCTION			FLATS SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE 2/		
	1975	1976	1975	1976	INTENDED 1977	AS % OF 1976	1975	1976	1975	1976	1975	1976	1975	1976
	NUMBER		1,000 SQ. FT.		PERCENT		1,000 FLATS		PERCENT		DOLLARS		1,000 DOLLARS	
CALIF		44	3,726	3,794		102	20,338		100		1.28		26,033	
COLO		80	286	306		107	119		56		4.21		501	
CONN		75	420	427		102	383		60		2.20		843	
FLA		10	231	253		110	136		100		3.67		499	
GA 3/		70	198	224		113	94		65		3.65		343	
ILL		111	589	599		102	280		66		3.23		904	
IND		87	283	309		109	182		38		3.21		584	
IOWA		69	221	234		106	111		56		4.95		549	
KANS		11	55	66		120	29		47		4.88		142	
MD 3/		44	257	256		100	196		77		2.86		561	
MASS		213	514	511		99	904		48		.82		741	
MICH		260	2,445	2,450		100	1,288		91		2.85		3,671	
MINN		64	399	403		101	168		56		4.40		739	
MO		44	221	228		103	85		62		5.85		497	
N J		62	325	339		104	144		85		2.85		410	
N Y		301	974	1,007		103	589		65		3.68		2,168	
N C 3/		77	257	303		118	189		71		3.75		709	
OHIO		342	1,836	1,891		103	1,103		72		3.06		3,375	
OREG		48	207	235		114	125		85		4.07		509	
PA		143	740	723		98	421		57		3.17		1,335	
TENN		26	94	100		106	57		71		3.49		199	
TEX 3/		4	22	65		295	56		100		2.60		146	
VA		34	256	263		103	132		67		4.22		557	
WASH		40	281	274		98	133		86		3.48		463	
WIS		84	408	421		103	204		47		3.91		798	
TOTAL		2,343	15,245	15,681		103	27,466		92		1.72		47,276	

1/ DATA FOR YEARS PRIOR TO 1976 NOT AVAILABLE.

2/ EQUIVALENT WHOLESAL VALUE OF ALL SALES.

3/ DOES NOT INCLUDE "OPEN ACREAGE" OF VEGETABLE TRANSPLANTS GROWN OUT DOORS IN THE FOLLOWING AMOUNTS:

STATE	1976 ACRES	1977 ACRES INTENDED	EQUIVALENT WHOLESAL VALUE OF ALL SALES 1,000 DOLLARS
GA	7,100.0	7,000.0	9,686
MD*			
N C	90.0	90.0	506
TEX	8.0	8.4	503

* NOT PUBLISHED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.

TABLE 18. DERIVED AVERAGE VALUE PER UNIT 1/: CARNATIONS, CHRYSANTHEMUMS,
GLADIOLI, ROSES AND FOLIAGE PLANTS, 1976

STATE	CARNATIONS		CHRYSANTHEMUMS		GLADIOLI		ROSES		FOLIAGE PLANTS	
	STANDARD	MINIATURE	STANDARD	POMPON	POTTED	AVERAGE VALUE	HYBRID TEA	SWEETHEART	AVERAGE VALUE	
	AVERAGE VALUE PER SQ. FT.			AVERAGE VALUE PER SQ. FT.		PER ACRE	AVERAGE VALUE PER SQ. FT.		PER SQ. FT.	
DOLLARS										
CALIF	1.28	1.87	1.12	.99	3.37	2,832	2.00	1.83	4.32	
COLO	2.51	2.83			4.25			2.32	4.10	
CONN		4.52		1.80	2.49					
FLA		1.31	.60	.64	1.96	1,929			1.25	
ILL			1.66	1.49	3.28	1,699	3.83	2.81	4.94	
IND			2.38	1.35	4.28		3.23	2.76		
IOWA					5.54					
MD			1.88		2.99				3.53	
MASS	1.76	1.81	2.31	1.46	2.46		2.54	3.20	4.92	
MICH			1.41	1.39	2.94	2,330	4.58	5.26	4.84	
MINN				2.33	4.36		2.96	3.11	6.26	
MO			1.39	1.25	3.65					
N J			1.51	1.10	1.70	2,295	2.96	3.85	3.64	
N Y			1.81	1.34	2.45		4.33	3.58	4.82	
N C	2.26		2.91	.77	2.48	2,820			9.44	
OHIO	2.14	5.12	1.91	2.17	3.76		3.37	3.24	4.67	
OREG									4.76	
PA	2.31	4.58	1.87	1.18	4.01		4.86	3.87		
TENN			1.93		3.29				2.91	
TEX					3.33					
WASH				1.74	4.84		1.89	2.35		
WIS					3.61					
UNALL										
TOTAL	1.58	2.08	1.31	.91	2.99	2,069	2.99	2.51	2.03	

SEE FOOTNOTES ON PAGE 24.

FLOWERS & FOLIAGE PLANTS, MARCH 1977

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CROP REPORTING BOARD, SRS, USDA

POMPON CHRYSANTHEMUMS

Growers in the 15 major producing States of pompon mums sold 36 million bunches, only slightly below the 1975 total. The area used to produce the crop fell to 37.4 million square feet from 1975's 40.7 million. California and Florida, together accounting for over 80 percent of the total, were off 8 percent in area from 1975. The equivalent wholesale value of the 1976 sales totaled \$34 million, \$3 million higher than in 1975.

Producers intend to grow pompons on 34.5 million square feet in 1977, down 8 percent.

POTTED CHRYSANTHEMUMS

During 1976 in the 21 major States, 26 million pots of mums were sold, a 19 percent jump from the previous year. The area used for production, at 17.7 million square feet, rose 27 percent and the value of sales, at \$53 million, climbed 25 percent.

Output of potted mums is expected to increase again in 1977, but not as dramatically. Growers report their intentions to fill 17.9 million square feet, or 1 percent more than in 1976.

GLADIOLI

Sales of gladioli grown in six principal States totaled 182 million spikes, off 4 percent from a year earlier. These plants were grown on 8,300 acres compared with 9,300 acres in 1975. The equivalent wholesale value of the crop, however, rose slightly to \$17.2 million from 1975 due to generally higher average wholesale price levels.

Growers expect to devote 8,200 acres to the crop in 1977, a 2 percent decline. In Florida, which accounts for over two-thirds of the total, intentions for the coming year are up 3 percent to 5,900 acres.

TEA ROSES

Producers of hybrid tea roses in the 14 major States sold 307 million blooms, slightly above the comparable 1975 figure. There were 23.4 million square feet used in the production of tea roses compared with 23.5 million in 1975. The crop was valued (wholesale) at \$59 million, up 8 percent from 1975.

Intentions for 1977 indicate a 4 percent decline to 22.5 million square feet.

SWEETHEART ROSES

Sweetheart rose sales in the 13 principal States climbed to 115 million blooms in 1976, compared with the 112 million of a year earlier. A total gross area of 5.2 million square feet was used to produce the crop, 4 percent higher than in 1975. The equivalent wholesale value of all 1976 sales at \$16 million was 14 percent above the comparable 1975 figure.

For 1977, a drop in growing area is expected to 5.1 million square feet, or 3 percent below the year just ended.

FOLIAGE

Sales of foliage plants (for indoor and patio use) continued to boom as the net value of sales soared to \$236 million in 1976 from \$185 million a year ago. In Florida, the Nation's top producer, the crop's net value rose to \$111 million, up 27 percent from 1975. California's sales were valued at \$61 million, 34 percent higher than a year earlier. The area used for production was up one-third from 1975 to 116.3 million square feet; Florida and California were up 36 percent and 31 percent, respectively.

A more modest increase is intended for 1977 as 125.5 million square feet are expected to be used for growing foliage plants. This would be 8 percent above the 1976 level (44 percent higher than 1975); Florida expects a 10 percent increase and in California 4 percent more square footage is expected.

SNAPDRAGONS

Sales of snapdragons in the 20 largest producing States totaled over 14 million stems valued at \$3 million. These sales were grown on 2.5 million square feet in gross area in 1976. For the coming year, growers intend to reduce the area devoted to the crop to 2.4 million square feet, off 3 percent from 1976.

POTTED POINSETTIAS

Growers of potted poinsettias in 26 major States sold 15 million pots during 1976, having an equivalent wholesale value of \$35.5 million. The production was grown on 21.6 million square feet in 1976. For the coming year producers report their intentions to utilize 23.2 million square feet, up 7 percent from 1976.

POTTED GERANIUMS

Sales of potted geraniums in the 19 principal producing States totaled 46 million pots and had a total wholesale value of \$30.4 million. Growers used 14.8 million square feet for producing potted geraniums and, if their intentions are realized, will devote 15.8 million square feet to the crop in 1977, up 7 percent from 1976.

POTTED LILIES

Producers of potted lilies in the 27 major States sold a total of 7 million pots with a wholesale value of \$14 million. There were 5.8 million square feet used to produce the crop in 1976 and an expected 6.1 million square feet will be in production in 1977, a 5 percent increase.

POTTED HYDRANGEAS

Growers of potted hydrangeas in 24 major producing States sold 2.2 million pots in 1976 which were valued at \$5 million. A total of 3.0 million square feet were utilized in growing the crop during the past year and an additional 2 percent are expected for 1977's crop.

FLOWERING BEDDING PLANTS

Sales of all types of flowering bedding plants in the 25 most important States during 1976 totaled 20 million flats. The crop was grown on 31.9 million square feet and the equivalent wholesale value was placed at \$61.4 million. For 1977, growers expect to increase output by planting 33.2 million square feet, a 4 percent increase over 1976's level. Four States, California, Massachusetts, Michigan, and Ohio, accounted for over half of the Nation's sales.

VEGETABLE BEDDING PLANTS

Producers of all types of vegetable bedding plants in the 25 major producing States registered a total sales figure of 27.5 million flats in 1976. The crop was grown on 15.2 million square feet and had a value of over \$47 million. Growers intend to utilize 15.7 million square feet during 1977, a 3 percent increase. In California, which accounted for nearly three-fourths of total sales, the area in production is expected to rise only 2 percent in 1977.

Not included in the tabulation were over 7,200 acres of vegetable transplants in Georgia, Maryland, North Carolina and Texas, with the wholesale value of sales placed at nearly \$11 million.

NUMBER OF GROWERS SURVEYED 1/

STATE	1975	1976	STATE	1975	1976
ALA <u>2/</u>		45	MINN	91	97
ARK <u>2/</u>		6	MO	59	70
CALIF	650	708	N J	177	171
COLO	154	211	N Y	282	460
CONN <u>3/</u>	72	105	N C	64	134
FLA	327	392	OHIO	486	506
GA <u>2/</u>		210	OREG <u>3/</u>	55	88
ILL	140	185	PA	246	289
IND	105	139	TENN	36	43
IOWA	69	83	TEX	60	64
KANS <u>2/</u>		14	VA <u>2/</u>		38
MD	49	75	WASH	56	61
MASS <u>3/</u>	280	347	WIS	116	100
MICH <u>3/</u>	225	355	TOTAL	3,799	4,996

1/ NUMBER OF PRODUCERS GROWING ONE OR MORE OF THE CROPS SURVEYED IN THE STATES SHOWN. DATA NOT COMPARABLE FROM 1975 TO 1976 DUE TO PROGRAM CHANGES (SEE PAGE 2 FOR EXPLANATION).

2/ DATA FOR YEARS PRIOR TO 1976 NOT AVAILABLE.

3/ REVISED 1975 DATA.

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WASHINGTON, D.C. 20250**

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